

WPTV

ORDER

Print Date 09/20/12

Page 1 of 2

Flight Dates 09/25/12-10/01/12

Contract / Revision **311694** /

Original Date / Revision

09/19/12 09/20/12

Advertiser Negron / Republican / State

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Joe Negron for FL Senate

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **493**

Alt Order #

<u>Billing Type</u>	Cash
---------------------	------

<u>Order Type</u>	GENERAL
-------------------	---------

<u>Billing Cycle</u>	EOM/EOC
----------------------	---------

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
---------------	--------------

Competing Station	% of Order	Amount
-------------------	------------	--------

CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	5	\$5,907.50	\$6,950.00	0.00
October 2012	6	\$4,335.00	\$5,100.00	0.00
Totals	11	\$10,242.50	\$12,050.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	5	\$5,907.50	\$6,950.00
10/01/12	10/01/12	6	\$4,335.00	\$5,100.00

[illegible]



WPTV

Print Date: 09/20/12

Page 2 of 2

Contract / Revision **311694** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/20/12

Order Sep 00:20:00

Advertiser **Negron / Republican / State** Product **Joe Negron for FL Senate** Estimate # **493**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	09/30/12	09/30/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$1,200.00		0.00			
N 5	WPTV	09/30/12	09/30/12	NFL Pregame NFL Pregame	CM	4-10p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$900.00		0.00			
N 6	WPTV	09/30/12	09/30/12	NFL Game NFL Game	CM	4p-12a	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$3,500.00		0.00			
N 7	WPTV	10/01/12	10/01/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M-----					2	\$750.00		0.00			
N 8	WPTV	10/01/12	10/01/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M-----					2	\$900.00		0.00			
N 9	WPTV	09/25/12	10/01/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$500.00		0.00			
N 10	WPTV	10/01/12	10/01/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M-----					2	\$900.00		0.00			
Totals														11	\$12,050.00